

# Booksellers See Continued Rise in Sale of Paperbacks

By SETH S. KING

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CHICAGO, June 9—Cheered by increasing book sales, members of the American Book Sellers Association gathered here this week to look at the long list of new titles coming out next fall and to be told how to persuade the American public to read more books — anybody's books — in the coming year.

Robert D. Hale, newly elected president of the 76-year-old association, said the greatest recent change in book-selling was the "incredible upsurge" in the sales of paperbacks. "Many of our members, the major bookstores in their communities, are reaching the point where paperback sales are equalling or exceeding that of hard backs, the prices of which keep on rising, and we think this trend will accelerate in the coming year."

Seconding Mr. Hale's forecast, Bantam Books was showing Association members its new line of large-format paperbacks that are extensively illustrated and will sell next fall for \$6.95 or \$7.95, bringing soft-cover books into yet another preserve of the increasingly costly illustrated hardcovers.

## 8,000 Attend Session

Booksellers are now convinced, Mr. Hale said, that television, rather than blunting interest in reading, has become one of the most effective promoters of book sales. "We see many instances in which a television documentary has stimulated new interest in a subject and people who have seen the program come in to buy a book about it," he explained. "And every time a controversial book is published and people appear on the television talk shows

to denounce it, sales go up."

More than 8,000 booksellers, publishers, exhibitors and authors promoting their books have attended a four-day convention, which ended in the cavernous exhibition halls of McCormick Place.

Those attending two luncheon sessions were addressed by Commerce Secretary Elliott L. Richardson; Frank Muir, the humorist; Ruth Gordon, actress, and Joshua Logan, the director, all of whom are the authors of new books. They heard the former United States special prosecutor, Leon Jaworski, who also has a book coming

out, say he believed that Richard M. Nixon had not destroyed the Watergate tapes before their existence became known because he never thought he would have to make them public. He also asserted that Mr. Nixon had made the tapes in the first place because he hoped "eventually to realize a fortune for them."

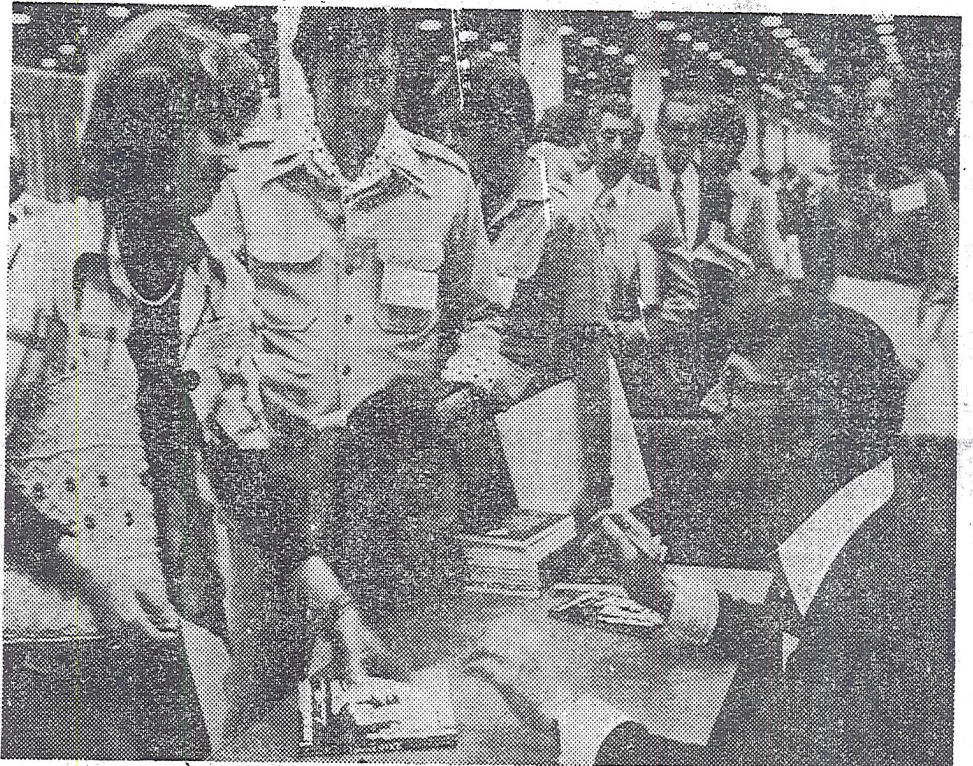
## Autographs Given

Those who strolled through the acres of publishers' exhibits were able to see and talk with such disparate persons as Kurt Vonnegut Jr., F. Lee Bailey, Senator Hubert H. Humphrey; Ruth Carter Stapleton, sister of Jimmy

Carter; Cab Calloway, William Safire, country singer Loretta Lynn and Leonard Nimoy, star of the television series "Star Trek." The only thing this group had in common was their willingness to appear at the booksellers' convention to autograph copies of their books.

During one session, the association presented its Irita Van Doren award to Judith F. Krug, director of the American Library Association's office of intellectual freedom, citing her for her "many contributions to the cause of the book as an instrument of culture in American life."

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TV's Leonard Nimoy, of "Star Trek" fame, autographing books. His book is called "I Am Not Spock." But will his fans believe him?

The New York Times/Gary Settle